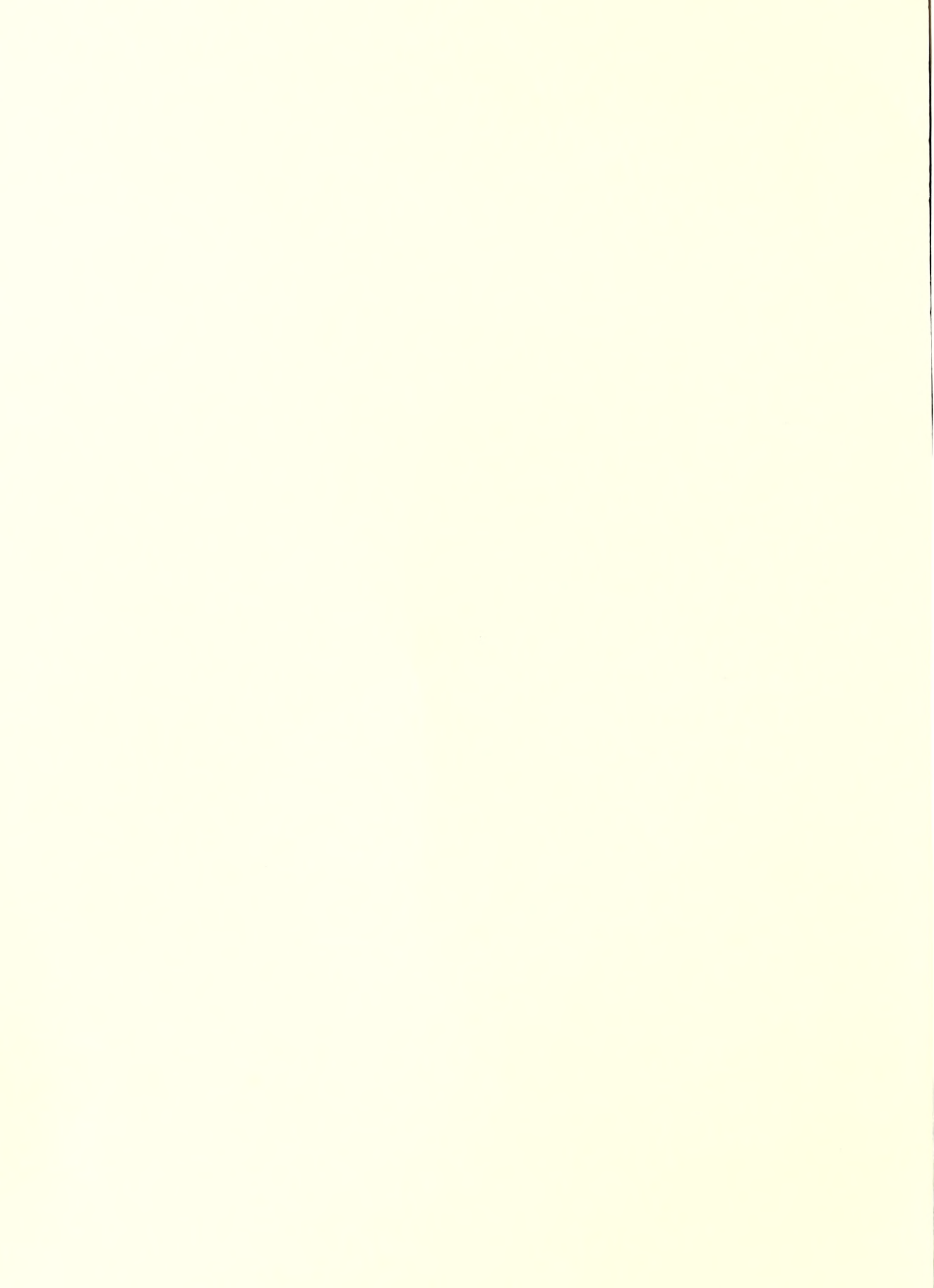


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Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 447-4330

Letter No. 2449

Feb. 23, 1990

CONSERVATION PLANNING -- Farmers & ranchers have developed conservation plans for about 135 million acres of the nation's 140 million acres of highly erodible cropland, says Wilson Scaling, chief of USDA's Soil Conservation Service. "Farmers and ranchers themselves have made a strong commitment to soil and water conservation with these plans," he said. "In fact, they have already fully implemented plans on 27 percent of the highly erodible cropland." Contact: Diana Morse (202) 447-4772.

MORE FUNDS FOR MEDFLY -- Secretary of Agriculture Clayton Yeutter has made an additional \$15 million available to fight Medfly & Oriental fruit fly infestations in California. "These infestations pose a serious economic threat to U.S. agriculture," Yeutter said. "They could severely disrupt the \$12.3 billion fruit and vegetable industry and cost a half-billion dollars annually in lost export markets." Contact: Anita Brown (301) 536-7799.

PACKERS & STOCKYARDS HEAD -- Sec. Yeutter has named Virgil M. Rosendale as administrator of USDA's Packers & Stockyards Administration. Rosendale will oversee policy development & daily operations for the federal agency that implements the fair-trade provisions of the Packers & Stockyards Act. Rosendale has managed the operation of a 2,000-acre grain & livestock farm in Augusta, Ill., and is a past president of the National Pork Producers Council. Contact: Kelly Shipp (202) 447-4623.

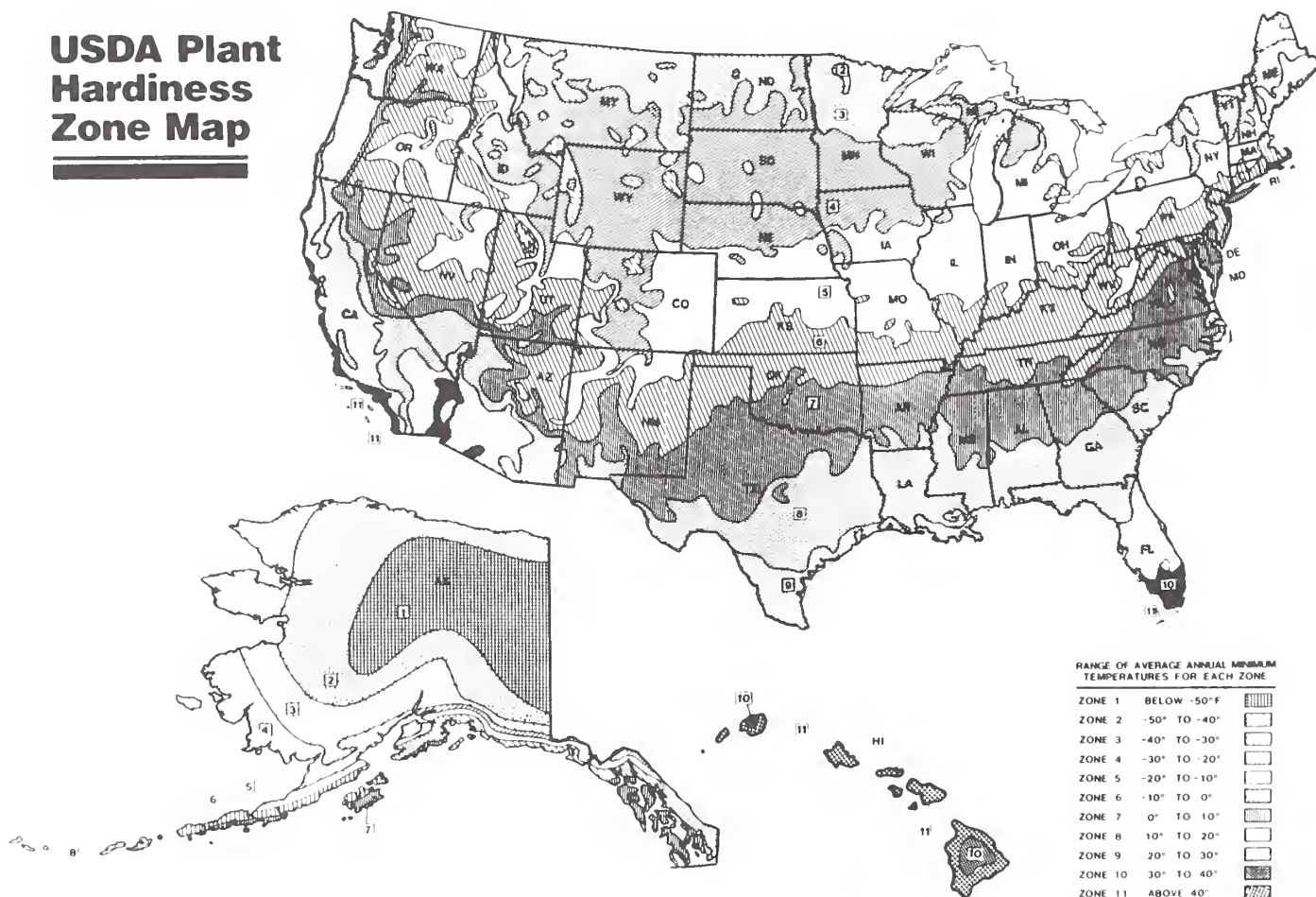
NEW SALMONELLA PROGRAM -- Assistant Secretary of Agriculture Jo Ann Smith has announced a USDA program aimed at controlling the spread of salmonella enteritidis in table-egg poultry flocks in the U.S. Salmonella is a growing problem for the \$3.2 billion egg industry and is a serious public health concern as well, Smith says. The control program will aim at testing, tracing back and certifying flocks. Much of the work will be done through the National Poultry Improvement Plan, a voluntary federal-state-industry program for improving poultry breeding stock & hatchery products. Contact: Margaret Webb (301) 436-6573.

FARM EQUIPMENT MEETING -- The 1990 Farm Equipment Manufacturers Association's Spring Management Clinic will be held May 5 - 9 in Clearwater, Fla. Contact the association in St. Louis at (314) 991-0702.

NEW HYBRID ORANGE SURVIVES FREEZE -- Trees of "Ambersweet," a new USDA orange hybrid released by USDA in January 1989, proved their cold hardiness during the recent Florida freeze. "Ambersweet came through with flying colors," says C. Jack Hearn, a USDA plant geneticist. One of the main advantages of the new variety is that it ripens early -- by mid-October and can be harvested through December. Cold weather usually doesn't threaten Florida citrus until December or later. Contact: C. Jack Hearn (407) 897-7300.

CENSUS WORKERS KEEP FOOD STAMPS -- People who receive food stamps will be able to work on the 1990 census without losing any benefits in all but seven states. The action, which waives usual food stamp rules, is part of a USDA demonstration project. "So far, all but seven states -- Alabama, Connecticut, Florida, Georgia, Idaho, Kansas and New Hampshire -- have indicated they would participate," says Catherine Bertini, assistant secretary of agriculture for food & consumer services. The Census Bureau expects to hire 300,000 temporary workers to help with the 1990 count. Contact: Phil Shanholtzer (703) 756-3286.

USDA Plant Hardiness Zone Map



PLANT HARDINESS MAP UPDATE -- For the first time in 25 years, USDA has updated the Plant Hardiness Zone Map. Plant varieties are often catalogued by zones in which they will survive & thrive. The revised map includes Alaska, Hawaii, Canada & Mexico and is detailed enough to show county lines within states. For a copy of the updated map, contact: Marci Hilt (202) 447-6445.

FROM OUR RADIO SERVICE

AGRICULTURE USA #1707 -- Gary Crawford presents the story of how the Extension Service, working with government officials and residents, is helping rescue what was once a model community from the ravages of time, neglect & drugs. (Weekly reel -- 13-1/2 min. documentary.)

CONSUMER TIME #1189 -- Radon testing; when pets die; the microwave mystery; Thai rice; preventing salmonella. (Weekly reel of 2-1/2 - 3 min. consumer features.)

AGRITAPE #1696 -- USDA News Highlights; European wheat prices; the buffalo business; fly population control; water supply affects pig growth. (Weekly reel of news features.)

NEWS FEATURE FIVE #1308 -- Honest overeating; phymus gland & the skin; device aids elderly studies; sunless tanning; dieting & fitness training. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Mon., March 12, vegetable outlook, world ag/grain production, world oilseed situation, world cotton situation; Tues., March 13, crop/weather update, horticultural exports; Wed., March 14, fruit outlook; Thurs., March 15, sugar outlook, milk production; Fri., March 16, cattle on feed; Mon., March 19, ag outlook; Tues., March 20, world ag outlook, catfish, crop/weather update.

DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359.
Material changed at 5 p.m. EST each working day.

FROM OUR TELEVISION NEWS SERVICE
Feb. 22, 24 & 26

FEATURES -- Lynn Wyvill reports on EBT & food stamps; Will Pemble takes a look at a new virus for gypsy moths; Joe Courson, with the University of Georgia Cooperative Extension Service, describes a cotton farmer's best friend.

ACTUALITIES -- Sec. Yeutter on the 1990 farm bill; Norton Strommen on the latest weather & crop update; Lester Crawford on the modernization of the federal meat & poultry inspection program; Richard Backus on emergency funding for fruit flies in California; Greg Gajewski on the latest ag outlook.

NEXT WEEK -- Pat O'Leary reports on America the Beautiful.

Available on satellite Westar IV, audio 6.2 or 6.8:

THURSDAY 7:30-7:45 p.m., EST, Transponder 12D
SATURDAY 10:30-11:15 a.m., EST, Transponder 10D
MONDAY 8:30-9:15 a.m., EST, Transponder 12D
(Repeat of Saturday transmission)

OFFMIKE

FEEDING...their people has not been a priority of the USSR, says Peggy Fish (WTAX, Springfield, Ill.). She traveled recently with a U.S. trade mission to Moscow. Peggy says glassnost has helped tell the Soviet people to give food production increased emphasis and that citizens of many other nations have abundant, quality foods in their grocery stores. Peggy says inefficient operations result in 50 percent of new combines not being operated during harvest. Peggy took pictures and has prepared a slide show to ag and non-ag audiences. At the Illinois Feed and Grain meeting she showed it twice -- each time to 150 people. Another example of a farm broadcaster serving the community.

CONGRATULATIONS...to NAFB president Lynn Ketelsen (Linder Farm Net, Willmar, Minn.). He will serve as panel moderator for "Agriculture's Environmental Challenges" at the March 5 Oklahoma City convention of the National Farmers Union.

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Office of Public Affairs
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U.S. Department of Agriculture
Washington, D.C. 20250-1300

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INDIANA...producers told members of a House Agriculture subcommittee meeting there that farm programs can encourage actions that might not otherwise be taken, such as continuing production instead of idling land, says Skip Davis (WASK, Lafayette, Ind.) who covered the event. To not plant can mean a reduction in program acreage, impacting income. Skip says one of the goals of Farm Bill debate will be to help create a mind-set for change.

THANKS...to George Gatley (Western Agri-Radio Networks, Yuma, Ariz.) for feeding to USDA Radio Cooper Evans's speech to the National Association of Soil Conservation Districts in San Diego, Calif. Evans is White House Liaison for Agriculture.

A handwritten signature in cursive script that reads "Vic Powell".

VIC POWELL
Chief, Radio & TV Division